

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1 (Currently Amended). A post-session advertising method for use in a media having a background and a foreground, comprising the steps of:

- (a) displaying a first display in a first platform in said foreground of said media;
- (b) initiating a load triggering event;
- (c) opening a post-session platform in response to said load triggering event in said background of said media;
- (d) displaying a post-session display on said post-session platform; and
- (e) maintaining said post-session platform in said background until a ~~viewer-driven~~ view triggering event occurs, said view triggering event being an action taken by a viewer, and different from said load triggering event.

2 (previously presented). The method of claim 1 wherein said steps of displaying a first display in a first platform and said step of opening a post-session platform further include the steps of displaying a first display in a first interactive media platform and opening a post-session interactive media platform, respectively.

3 (previously presented). The method of claim 1, further comprising the step of timing the duration from said view triggering event to said platform being closed.

4 (previously presented). The method of claim 1, further comprising the step of bringing said post-session platform to the foreground in response to a view triggering event.

5 (Original). The method of claim 1, further comprising the step of timing the duration said post-session platform remains in the foreground.

6 (Original). The method of claim 1, wherein said step of opening a post-session platform in response to said load triggering event is forgone if a predetermined time period has not elapsed.

7 (Currently amended). A post-session advertising system for use in a media having a background and a foreground, said system comprising:

- (a) a first platform for displaying a first display in said foreground of said media;
- (b) a post-session platform for displaying a post-session display in said background of said media in response to a load triggering event;
- (c) a Web server for providing a link to said post session display in response to said load triggering event;
- (d) said post-session platform coming to said foreground of said media in response to a viewer driven view triggering event, said view triggering event being an action taken by a viewer, and different from said load triggering event.

8 (Original). The system of claim 7 wherein said media is selected from a group consisting of:

- (a) a communication device;
- (b) a computer;
- (c) personal digital assistant;
- (d) telephone;
- (e) television; and
- (f) radio.

9 (Original). The system of claim 7 wherein said first and post-session displays are selected from a group consisting of:

- (a) a Web site;

- (b) a Web page;
- (c) interactive media;
- (d) video broadcast content; and
- (e) audio broadcast content.

10 (Original). The system of claim 7 wherein said first and post-session platforms are selected from a group consisting of:

- (a) a Web browser;
- (b) a television channel;
- (c) a telephone line;
- (d) a radio station;
- (e) streaming media;
- (f) content delivery applications;
- (g) media viewing technology; and
- (h) interactive technology.

11 (Original). The system of claim 7 wherein said load triggering event is selected from a group consisting of:

- (a) clicking on an off-site link;
- (b) entering a new address;
- (c) load;
- (d) unload;
- (e) click;
- (f) resize;
- (g) submit;
- (h) focus;
- (i) blur;
- (j) move;

- (k) key press;
- (l) select;
- (m) change;
- (n) refresh;
- (o) open;
- (p) close;
- (q) redirect;
- (r) enter;
- (s) exit;
- (t) end of program;
- (u) beginning of program;
- (v) end of session;
- (w) change of service;
- (x) time; and
- (y) a combination of at least two of said load triggering events of (a)-(x).

12 (Original). The system of claim 7 wherein said view triggering event is selected from a group consisting of:

- (a) closing said first platform;
- (b) selecting said post-session platform;
- (c) clicking on an off-site link;
- (d) entering a new address;
- (e) load;
- (f) unload;
- (g) click;
- (h) resize;
- (i) submit;
- (j) focus;

- (k) blur;
- (l) move;
- (m) key press;
- (n) select;
- (o) change;
- (p) refresh;
- (q) open;
- (r) redirect;
- (s) enter;
- (t) exit;
- (u) end of program;
- (v) beginning of program;
- (w) end of session
- (x) change of service;
- (y) time; and
- (z) a combination of at least two of said load triggering events of (a)-(y).

13 (Original). The system of claim 7 wherein said view triggering event causes a focus timer process to initiate.

Claims 14-19 (Canceled).